Email courses

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

What email courses are

- **Email courses are automated series of emails containing educational, training-type material**

- When people sign up for an email course, they receive an email every day until the course is complete

- Benefits of creating an email course:
  - It allows you to collect email addresses
  - You've got qualified leads - you know for sure that people who sign up are interested in that specific topic, so you can use this information to send them promotional emails about other relevant things
  - It establishes your expertise
  - You can re-use your best material from blog posts, e-books, or other materials you created
  - It works automatically, you just have to set up the email service that will deliver the emails

- Email courses work best if you're someone offering professional training or a consultant, but anyone can use them if they have valuable expertise on a topic